

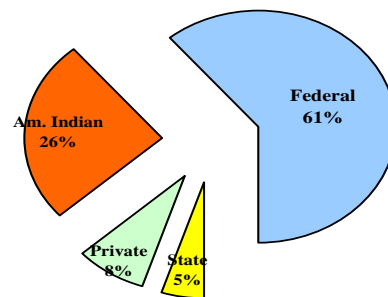


# SAN JUAN COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
<b>DEMOGRAPHIC</b>					
Population	14,353	14,571	14,647	0.5%	17
Total Non-Ag Employment	3,935	3,929	4,086	4.0%	18
Non-Ag Avg Monthly Wage	\$2,030	\$2,041	\$2,126	4.2%	21
Per Capita Income	\$14,913	\$15,854	\$16,694	5.3%	28
Unemployment Rate	10.0%	7.6%	6.0%	-21.1%	1
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers (Millions)	\$68.7	\$68.8	\$64.8	-5.8%	14
Travel & Tourism Related Employment	1,267	1,309	1,235	-5.7%	14
<b>TOURISM TAX REVENUES (000s)</b>					
Local Tax Revenues from Traveler Spending	\$2,299.1	\$2,330.9	\$2,203.2	-5.5%	14
Transient Room Tax	\$230.2	\$248.6	\$267.5	7.6%	14
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$86.0	\$98.9	\$133.0	34.5%	20
<b>REGIONAL VISITATION COUNTS</b>					
SR 491 UT/CO Traffic Count	784,750	795,700	837,675	5.3%	
SR 163 UT/AZ Traffic Count	636,925	658,825	713,575	8.3%	
SR 162 UT/CO Traffic Count	642,400	664,300	720,875	8.5%	
SR 191 UT/AZ Traffic Count	392,375	394,200	401,500	1.9%	
Glen Canyon N.R.A.	1,837,074	1,908,723	1,876,668	-1.7%	
Canyonlands N.P.	371,706	393,672	413,587	5.1%	
Monument Valley Navajo Tribal Park	278,000	303,000	273,800	-9.6%	
Rainbow Bridge N.M.	73,675	80,999	87,642	8.2%	
Dead Horse Point S.P.	145,800	137,265	169,206	23.3%	
Natural Bridges N.M.	96,099	121,244	91,284	-24.7%	
Hovenweep N.M.	26,851	26,658	26,341	-1.2%	
Goosenecks S.P.	46,065	58,910	40,761	-30.8%	
Edge of the Cedars S.P.	15,513	10,446	17,420	66.8%	

Land Ownership - 2006		No. of Acres	% Total
<b>Total Acres in County</b>		<b>5,005,848</b>	<b>100.0%</b>
<b>Federal Government</b>		<b>3,054,069</b>	<b>61.0%</b>
BLM		2,075,262	41.5%
US Forest Service		449,910	9.0%
National Park Service		528,897	10.6%
National Wildlife Refuge		--	--
Other •		--	--
<b>State Government</b>		<b>261,791</b>	<b>5.2%</b>
Utah State Parks & Recreation		1,109	0.0%
Utah State Wildlife Reserves		--	--
State Trust Lands		260,682	5.2%
Other ••		--	--
<b>American Indian</b>		<b>1,279,606</b>	<b>25.6%</b>
<b>Private*</b>		<b>412,893</b>	<b>8.2%</b>

Land Ownership - 2006



- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

\*May include some local government land

# San Juan County Tourism Profile

